

## ORDER



**Orders**  
**Order / Rev:** 201678  
**Alt Order #:** 06844955  
**Product Desc:** 9/4-9/10 PRIORITIES USA  
**Estimate:** 1559  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/27/12 / 08/27/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street, Southeast  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7584/SP7302

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	13	\$3,400.00	\$2,890.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$3,400.00	\$2,890.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$3,400.00</b>	<b>\$2,890.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	8%	\$3,400.00
Market	100%	\$42,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$14,025.00
WGNT	6%	\$2,550.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$9,775.00
WTVZ	4%	\$1,700.00
WVEC	26%	\$11,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/04/12	09/04/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1			\$100.00		0.00			
E 2	WVBT	09/06/12	09/06/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 9/4-9/10 PRIORITIES USA  
 Estimate: 1559  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$100.00		0.00			
E 3	WVBT	09/07/12	09/07/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$100.00		0.00			
E 4	WVBT	09/10/12	09/10/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$100.00		0.00			
E 5	WVBT	09/04/12	09/04/12	M-F 4-5p Steve Wilkos	CM	4-5p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$250.00		0.00			
E 6	WVBT	09/05/12	09/05/12	M-F 4-5p Steve Wilkos	CM	4-5p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$250.00		0.00			
E 7	WVBT	09/06/12	09/06/12	M-F 4-5p Steve Wilkos	CM	4-5p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$250.00		0.00			
E 8	WVBT	09/07/12	09/07/12	M-F 4-5p Steve Wilkos	CM	4-5p	----F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$250.00		0.00			
E 9	WVBT	09/04/12	09/04/12	M-F 5-6p Maury	CM	5-6p	-T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$250.00		0.00			
E 10	WVBT	09/06/12	09/06/12	M-F 5-6p Maury	CM	5-6p	---T---	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$250.00		0.00			
E 11	WVBT	09/05/12	09/05/12	M-F 6-7p Wendy Williams	CM	6-7p	--W----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
WENDY WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$250.00		0.00			
E 12	WVBT	09/10/12	09/10/12	M-F 6-7p Maury Povich	CM	6-7p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$250.00		0.00			
E 13	WVBT	09/08/12	09/08/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$1,000.00		0.00			
													Totals	13	\$3,400.00